



BRANDSCRIPT

At _____ we know that you want to be (a/an) _____.
COMPANY NAME IDENTITY TRANSFORMATION

_____. In order to do that, you need _____. The
CHARACTER WANT

problem is _____ which makes you feel _____.
EXTERNAL PROBLEM INTERNAL PROBLEM

_____. We believe _____.
PHILOSOPHICAL PROBLEM

We understand _____ which is why we _____.
EMPATHY AUTHORITY

_____.

Here's how we do it: 1. _____ 2. _____
PLAN: STEP 1 PLAN: STEP 2

_____ 3. _____.
PLAN: STEP 3

So, _____ . And in the meantime, _____.
DIRECT CTA TRANSITIONAL CTA

_____. So you can stop _____ and instead
FAILURE

_____.
SUCCESS